

FUEL OIL Journal

Published Monthly at
420 Madison Avenue
New York

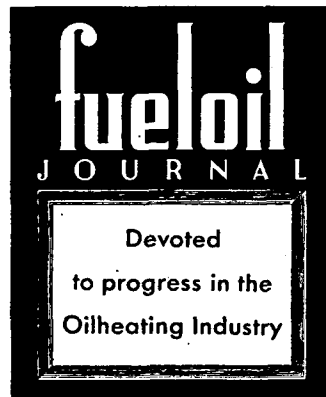
As early as 1931 over 35 per cent of oilburner installation contracts included orders for additional heating accessories. In 1935 almost 23 per cent of the more than 154,000 conversion burners sold were installed with new boilers.

An oilheating dealer thinks of an automatic heating system as a good oilburner, using good fueloil, firing a good heating system. All three are essential. The oilheating dealer needs information on all three subjects—oilburners, fueloil, heating systems. That's how FUELOIL JOURNAL is published. Every issue is soundly balanced against the dealer's working needs for information on all three subjects—heating, burners, fueloil. It is thus balanced editorially, with its circulation:

Power oilburner dealers and distributors.....	9,739
Key heating contractors, plumbing and heating contractors and engineers.....	2,108
Fueloil distributors, selling fueloil and range oil.....	3,177
Accessory and heating and plumbing supply distributors.....	691
Total Dealers and Distributors.....	15,715

Collateral Services Available to Advertisers

Key Market Studies.
Oilheating and Airconditioning Merchandising News.
Annual Survey of the Oilheating Industry.
Specific Product Surveys.
Oilburner and Fueloil Specification Chart.



Power oilburner manufacturers and their executives.....	459
Accessory manufacturers.....	332
Rangeburner manufacturers.....	173
Total Manufacturers.....	964
Total Dealers, Manufacturers	
97 per cent of total circulation	16,679
Architects, research laboratories and libraries.....	117
Advertisers, agencies and complimentary.....	248
Miscellaneous.....	139
	504
Grand Total.....	17,183

The oilheating market is hitting new high levels in both unit and dollar volume. Heating equipment advertisers long have found FUELOIL JOURNAL's advertising a profitable sales investment. It is worth your investigating.

HEATING & VENTILATING

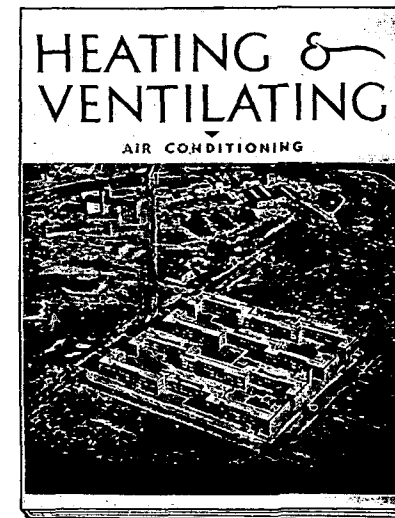
AIR CONDITIONING

THE INDUSTRIAL PRESS... Publishers
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HEATING AND VENTILATING reaches the "key men" of the industry—the engineers, contractors and manufacturers who have the final word in the specification, installation, production and maintenance of the mechanical equipment utilized in the heating, ventilating and air conditioning fields.

An editorial program of outstanding alertness and authority is directed by qualified heating and ventilating engineers. A section devoted to modernization, inaugurated in 1934, typifies the forward-looking policy that has characterized the publication since its inception in 1904. News, trends, developments, personalities—every side of this important industry is faithfully and authoritatively reported in this outstanding publication.

There is a regular section devoted to new equipment, profusely illustrated and comprehensively reported. Degree-days and unit fuel consumption for various large cities in the country has been a regular monthly feature of the publication for seven years. The weather in large cities in typical localities of the country is accurately charted. Two pages of refer-



ence data appear in every issue. Reports of meetings, the activities of manufacturers, abstracts of current papers, books and pamphlets, and editorials on the planning, installation and operation of heating, ventilating and air conditioning systems in public buildings, offices, factories, schools, hospitals and homes are other contents of continuous interest.

Air conditioning, now coming into its own, has had a champion in HEATING AND VENTILATING since 1904 when, in its very first issue, an article on this then infant industry appeared. Since that time, for more than thirty years, HEATING AND VENTILATING has consistently published the news and developments of air conditioning up to its present high state of perfection and its pages have carried an impressive total of editorial lineage on this subject.

Subscriptions to HEATING AND VENTILATING are \$2.00 a year. Advertising rate cards, sample copies and market data will be gladly submitted on receipt of application.